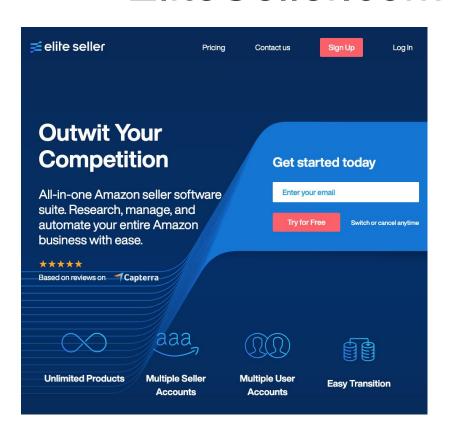
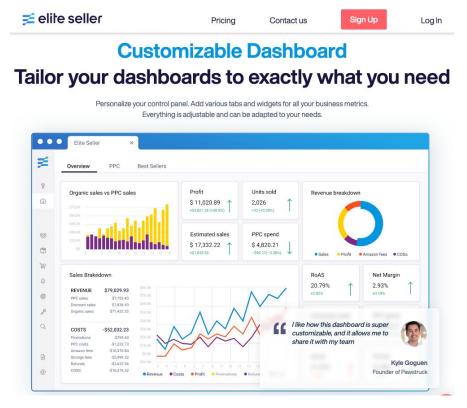
#### EliteSeller.com software overview





#### Dashboard

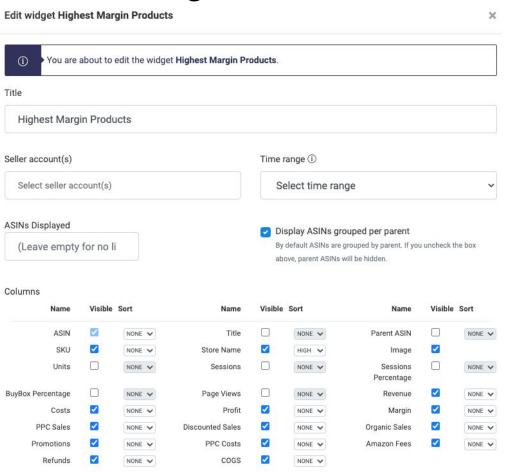
8	Greg Kowalczyk	This
8	What's New?	Jan 01
<b>3</b>	Dashboard	() P8
Арр	lications	Units
289	Customers	Orde
<b>=</b>	Products	PPC
F	Orders	Disco
R	Appends	cos
٥	Alerts	Prom
<b>©</b>	Keyword Tracker	PPC Ama:
P	Keywords	Refui COGS
Q	Reverse ASIN+	Adjus
0	ASIN Spy	NET
	Gift Cards	NET
	Landing Pages	ROI
@	Email Automation	
0	Review Requester	

This year	Overview	KPI's	Product Anal	PPC	TG's Customer S	Se NU	MK
① P&L Today	<b>↔</b> §	© P&L Yesterday		© P&L 7 Days		© P&L 30 Days	
* Arr	nounts are expressed in USD		* Amounts are expressed in USD		* Amounts are expressed in USD		* Amounts are expressed in
Units	163	Units	399	Units	2,683	Units	12,
Orders	148	Orders	352	Orders	2,392	Orders	11,
REVENUE	\$3,974.54	REVENUE	\$10,138.44	REVENUE	\$66,152.03	REVENUE	\$312,348
PPC sales	\$1,289.85	PPC sales	\$5,321.26	PPC sales	\$27,682.05	PPC sales	\$127,65
Discounted sales	\$0.00	Discounted sales	\$997.62	Discounted sales	\$6,915.76	Discounted sales	\$13,810
Organic sales	\$2,684.69	Organic sales	\$4,817.18	Organic sales	\$38,469.98	Organic sales	\$184,69
COSTS	-\$2,549.09	COSTS	-\$6,434.55	COSTS	-\$43,515.88	COSTS	-\$198,565
Promotions	\$0.00	Promotions	-\$120.89	Promotions	-\$1,810.10	Promotions	-\$5,62
PPC costs	\$496.41	PPC costs	\$1,287.22	PPC costs	\$9,030.12	PPC costs	\$32,41
Amazon fees	-\$1,289.37	Amazon fees	-\$3,299.17	Amazon fees	-\$21,339.84	Amazon fees	-\$104,11
Refunds ①	\$0.00	Refunds ①	\$0.00	Refunds (i)	-\$29.30	Refunds (i)	-\$7,25
COGS 🗹	-\$763.32	COGS 📝	-\$1,726.27	COGS	-\$11,304.53	COGS	-\$49,30
Adjustments	\$0.00	Adjustments	\$0.00	Adjustments	\$0.00	Adjustments	\$14
NET PROFIT	\$1,425.45	NET PROFIT	\$3,703.89	NET PROFIT	\$22,636.15	NET PROFIT	\$113,783
NET MARGIN	35.86%	NET MARGIN	36.53%	NET MARGIN	34.22%	NET MARGIN	36.
ROI	186.74%	ROI	214.56%	ROI	200.24%	ROI	230.
More details			details		ore details		ore details

#### **Dashboard**



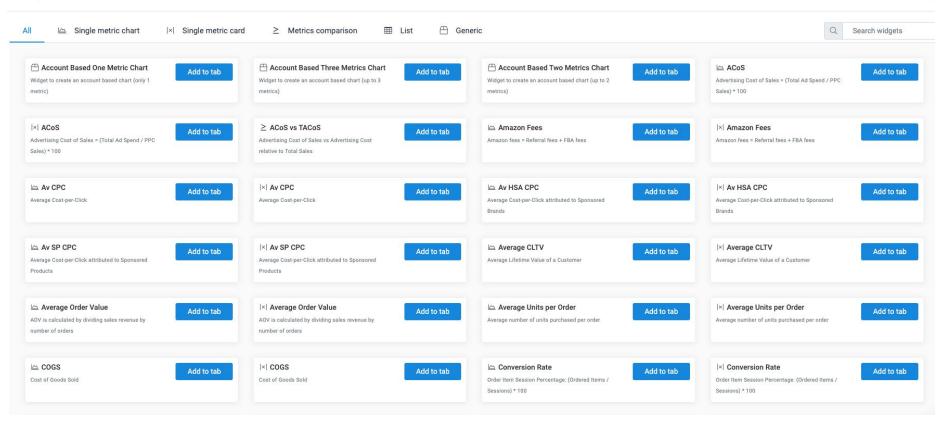
#### Dashboard widgets - customization



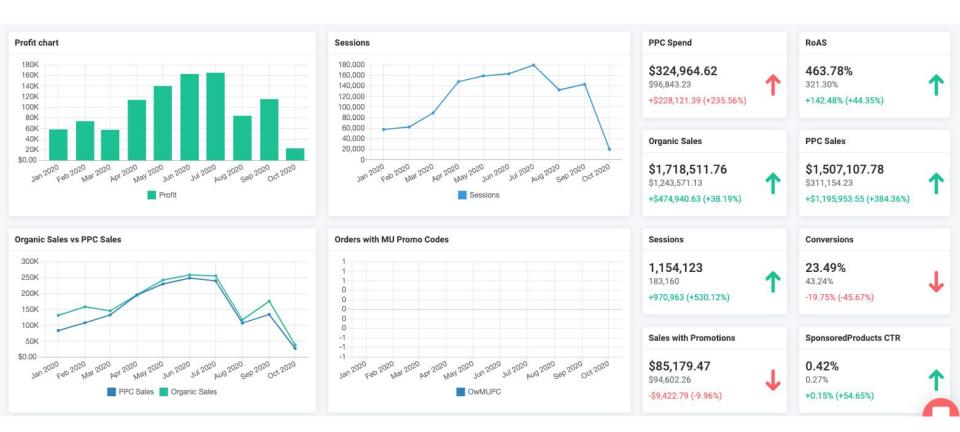
REVENUE		\$3,225,780.3
Sales	Order	\$3,225,780.33
FEES		-\$1,038,785.0
Commission	Order	-\$502,344.6
FBA Per Unit Fulfillment Fee	Order Order	-\$506,076.1
ShippingHB	Order Refund	-\$8.23 \$29,634.60
Commission FBAInboundTransportationFee	Account	-\$5,446.5
FBA Storage Fee	Account	-\$14,708.7
Subscription	Account	-\$1,382.8
FBA Removal Fee	Account	-\$611.0
FBA Long Term Storage Fee	Account	-\$2,490.8
FBA Disposal Fee	Account	-\$233.5
FBA International Inbound Freight Tax And Duty	Account	-\$16,679.4
FBA International Inbound Freight Fee	Account	-\$12,720.6
PaidServicesFee	Account	-\$3,921.1:
FBAPerOrderFulfillmentFee	Order	-\$4.0
Sales Tax Collection Fee	Order	-\$846.6° -\$770.20
FBA Inbound Shipment Carton Level Info Fee LabelingFee	Account Account	-\$770.20 -\$130.6
FBA Customer Return Per Unit Fee	Order	-\$130.6
	Order	
PROMOTIONS		-\$51,618.0
Coupons	Order	-\$53,335.0
Coupons	Refund	\$1,717.0
TAX		\$38,472.3
Sales Tax	Order	\$181,289.1
Shipping Tax	Order	\$986.8
GiftWrapTax	Order	\$116.20
Marketplace Facilitator Sales Tax	Order	-\$143,321.6
Marketplace Facilitator Shipping Tax	Order	-\$482.4
Marketplace Facilitator Other Tax	Order	-\$89.8
LowValueGoodsTax-Principal	Order	-\$17.8
LowValueGoodsTax-Shipping	Order	-\$8.0
SHIPPING		\$26,779.3
ShippingChargeback	Order	-\$21,303.3
ShippingCharge	Order	\$48,762.0
ShippingCharge	Refund	-\$1,716.8
ShippingChargeback	Refund	\$1,037.49
GIFTWRAP		-\$49.40
GiftWrap	Order	\$2,575.93
GiftwrapChargeback	Order	-\$2,625.93
GiftWrap	Refund	-\$30.5
GiftwrapChargeback	Refund	\$31.1
REFUNDS		-\$190,966.5
Sales	Refund	-\$190,780.6
Goodwill	Refund	-\$185.8
ADJUSTMENTS		\$6,060.5
Warehouse Damage	Account	\$4,034.2
Clawback	Account	-\$2,513.5
Warehouse Lost	Account	\$1,148.6
Warehouse Lost Manual	Account	\$2,910.93
Missing From Inbound	Account	\$6,687.3
Incorrect Fee Items	Account	\$167.6
NonSubscriptionFeeAdj	Account	-\$6,718.0
MULTICHANNEL_ORDER_LOST	Account	\$160.4
A2ZGuaranteeRecovery	Account	\$19.8
MULTICHANNEL_ORDER_DAMAGED	Account	\$20.7
PREPFEE_REFUND INCORRECT_FEES_NON_ITEMIZED	Account Account	\$1.28 \$140.98
	Account	
cogs		-\$633,355.4
ADVERTISING COSTS		-\$324,984.8
Sponsored Products	Account	-\$276,081.1
Sponsored Brands	Account	-\$41,418.1
Sponsored Brands (video)	Account	-\$6,082.1
Sponsored Display	Account	-\$1,402.6
TOTAL COSTS		-\$2,233,648.3
PROFIT		\$992,132.3
NET MARGIN		30.769

#### Dashboard widgets - customization

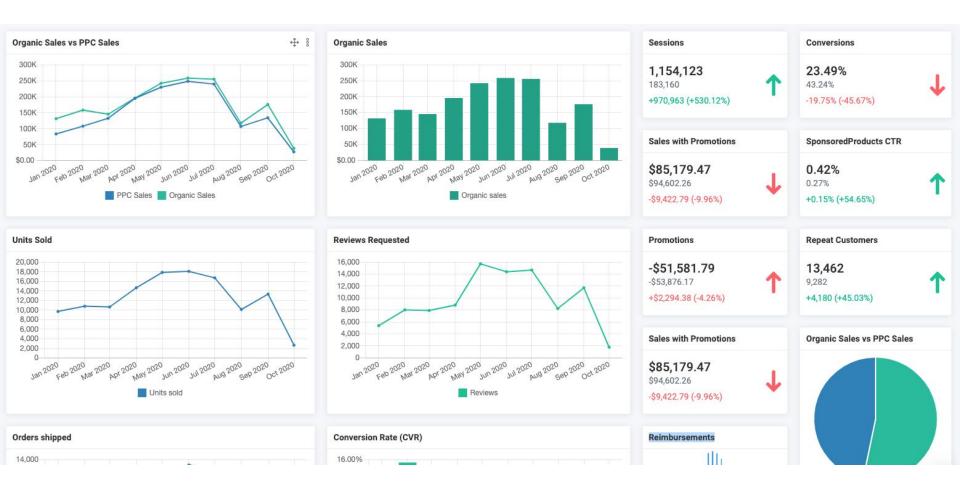
Add widget to tab



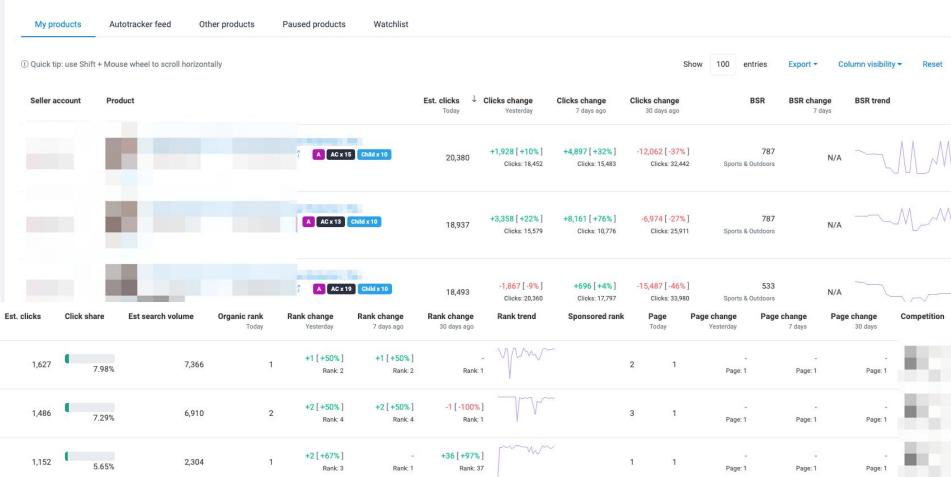
#### **Dashboard**



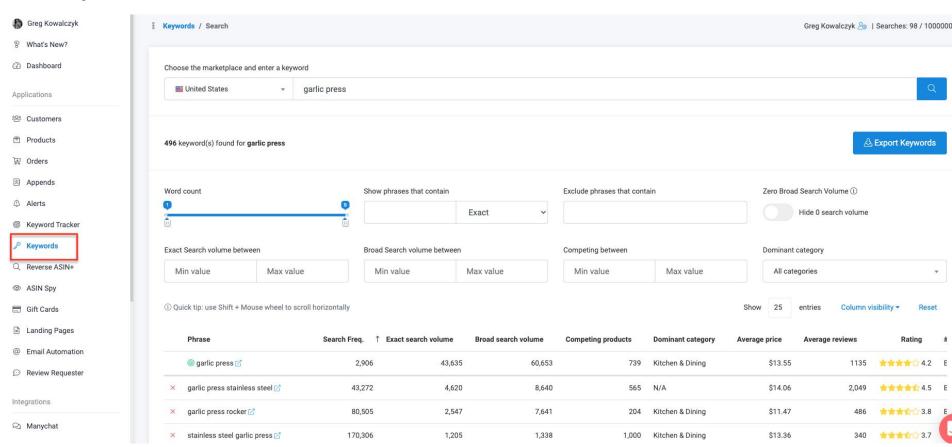
#### **Dashboard**



### **Keyword Tracker**

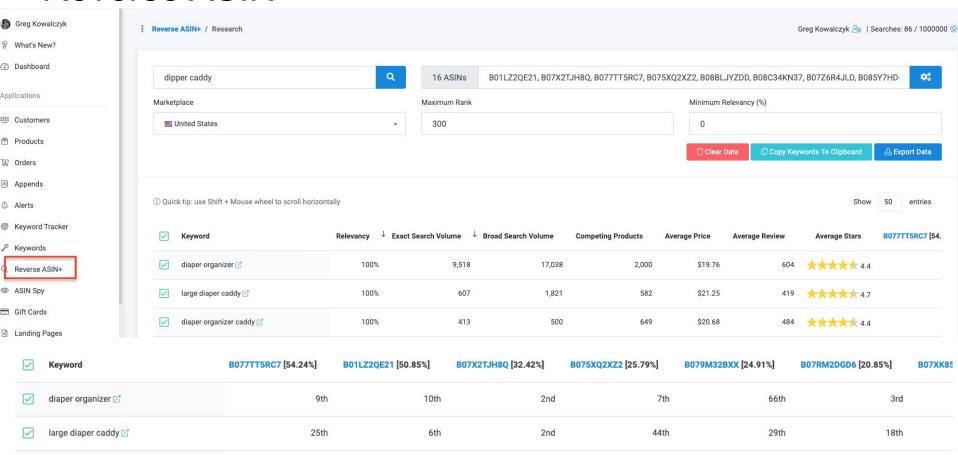


#### Keywords miner



#### Reverse ASIN+

diaper organizer caddy [2]



7th

3rd

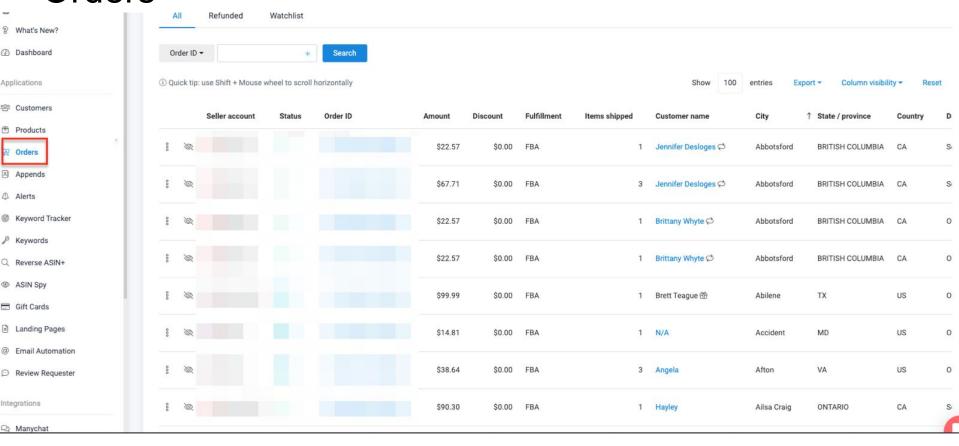
5th

23th

10th

2nd

#### **Orders**



## Product module

8 0

289

0

F

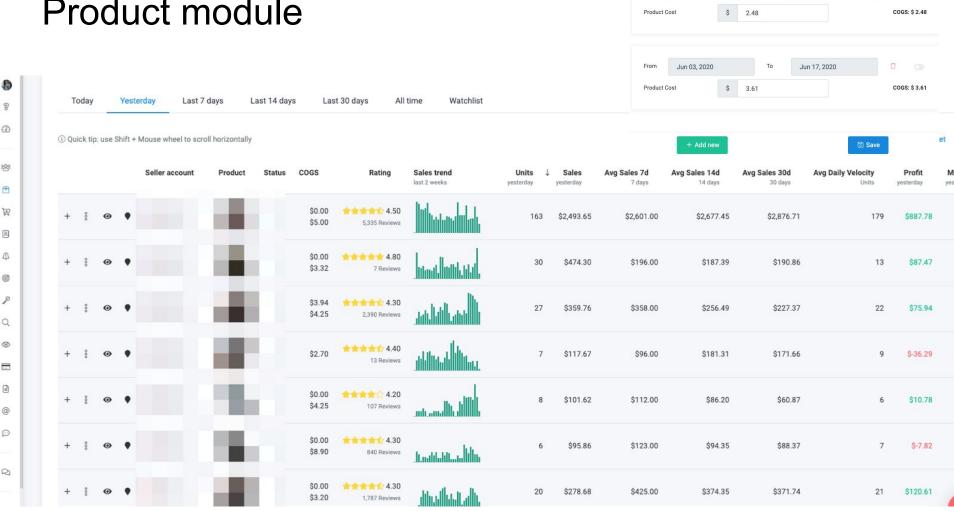
2 4

6

Q 0

@ 0

2



From

Dec 31, 1969

Jun 03, 2020

#### **Account Alerts**



## **ASIN** Spy

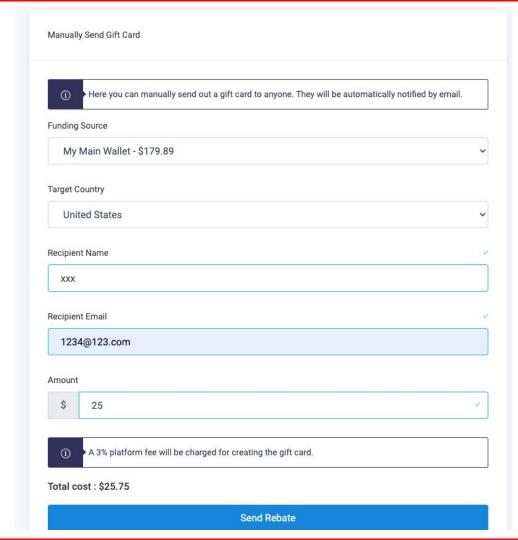
Choose the marketplace and enter an ASIN

oose the marke	tplace and enter an	ASIN				1,000
United State	es •	Add ASIN				+
Quick tip: use S	hift + Mouse wheel	to scroll horizontally			Show 50	entries
Product	Marketplace	ASIN	<b>Units</b> 30 days	Sales 30 days		Price
			<b>9,848</b> 328.28 / day	<b>\$98,385.30</b> \$3,279.51 / day		\$9.99
*	-	-	<b>121</b> 4.03 / day	\$4,711.80 \$157.06 / day		\$38.97
	-	-	<b>3,740</b> 124.68 / day	\$52,326.60 \$1,744.22 / day		\$13.99
			1,088 36.27 / day	\$14,787.60 \$492.92 / day		\$13.59
٠			<b>34,439</b> 1,147.96 / day	\$550,677.00 \$18,355.90 / day		\$15.99
			959	\$15,342.30		\$15.99

31.98 / day

\$511.41 / day

#### Gift Cards



#### Landing Pages

## What is your experience with our Product?

Share your experience with our product for your 15% Amazon Discount Promo Code for your next purchase!

No Shipping Charges. No Hidden Fees. No Credit Card Required.

Please Enter Your Amazon Order ID Below to verify the purchase:

\*Conditions Apply: Limited to one discount per Amazon account and household

You can find your Order-ID in the My Orders section of your Amazon account.

#### VERIFY

# Sign up for our complimentary Lifetime Warranty

We believe in our quality so much so that we are delighted to provide a lifetime guarantee on all of our products!

Please Enter Your Amazon Order ID Below to verify the purchase:

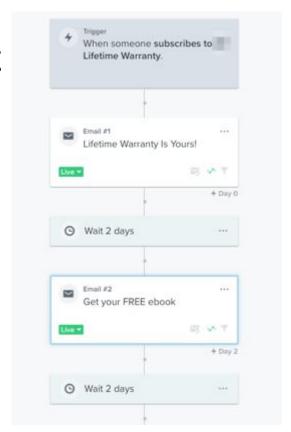
Your Amazon Order ID

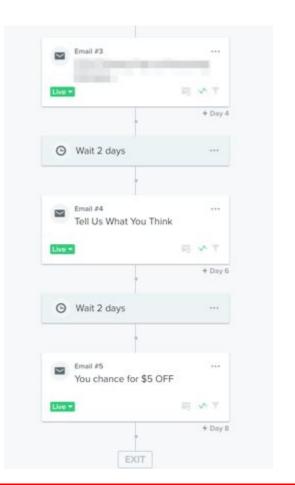
Verify

Note: You can find your Order-ID in the My Orders section of your Amazon account.

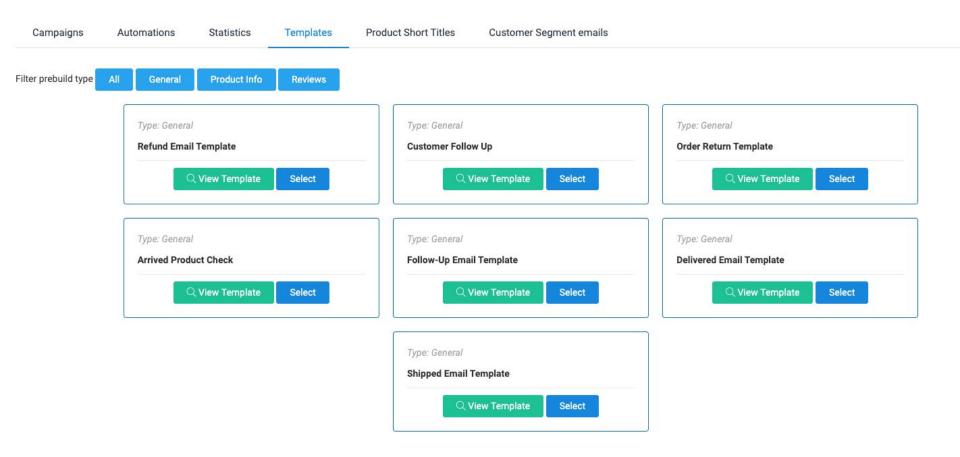
#### Landing Pages +

## Email flows sent By Klaviyo





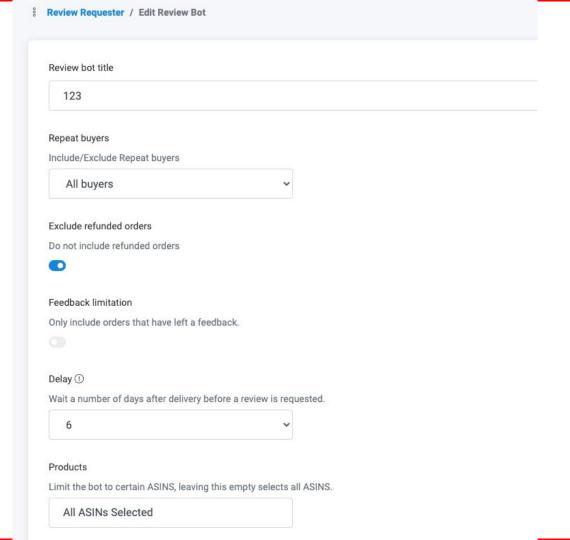
#### **Email Automation**



#### Review requester automation



## Review requester automation



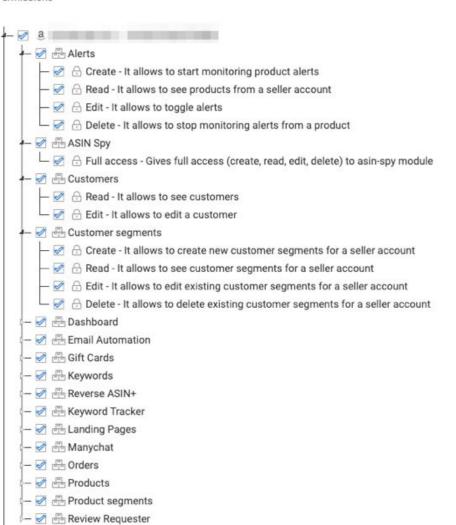
## ManyChat Integration

Basic Rebate	Keywords	Images	Funding	Install				
Price & Rebate				Duration & Scheduling			Estimated Cost	
List price	\$	17.81		Start ⑦	Aug 28, 2020		List Price ⑦	*All the numbers are in US Dollars. \$17.81
Rebate Amount	\$	16.03		То 🗇	Sep 13, 2020		Deal Price ⑦	\$1.78
Price after rebate	\$	1.78		Reset hour ①	7 pm PST	•	Rebate Amount ⑦ Rebate Bonus ⑦	\$16.03 \$0.00
Rebates per Day	#	3		One deal per customer ⑦	•		Rebate Without Tax ⑦  Avg. Tax Per Rebate 5.09% ⑦	\$16.03 \$0.82
Include taxes	•			Campaign s	tarted on Aug 28, 2020		Total Rebate Amount ③	\$16.85
Bonus ③	\$	0.00			will last for 0 day(s)		Rebates per Day ⑦	3 x
					will reset at 7 pm PST		Subtotal ②	\$50.54
				То	tal Rebates: 0		Platform Commission 3% ⑦	\$1.52
							Total per Day ②	\$52.05
							Days ③	0
							Total Campaign ②	\$0.00

### Accounts permissions

- Employees
- Partners
- Customers
- etc

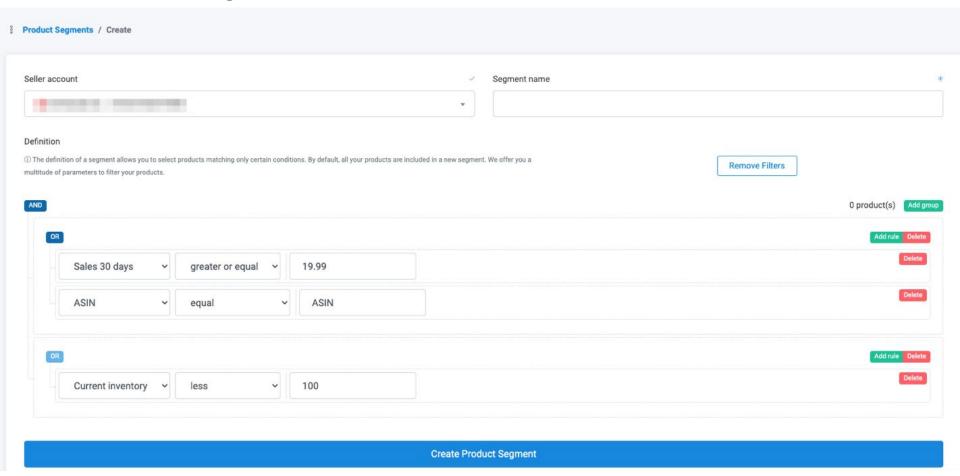
Permissions



#### **Customer Segmentation**

Customer Segments / Create Segment name Seller account Customers who received discounts more than 50% Select seller account The seller account is required. Definition ① The definition of a segment allows you to select customers matching only certain conditions. By default, all your customers are included in a new segment. We offer you a Remove Filters ? Filters Help multitude of parameters to filter your customers. Add AND condition Add OR condition Delete AND condition Latest purchase date Oct 07, 2020 egual Discount received (%) equal 50 Add OR condition Delete AND condition No ASINs selected **ASINs** in

## Product segmentation



## 20% coupon code

#### ECOMMVIP20%

